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EXAMINER
CHOJNACKI, MELLISSA M

ART UNIT	PAPER NUMBER
2164	

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Please find below and/or attached an Office communication concerning this application or proceeding.

PTO-90C (Rev. 10/03)

Office Action Summary	Application No.	Applicant(s)
	10/002,470	DOROSARIO ET AL.
	Examiner	Art Unit
	Mellissa M. Chojnacki	2164

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) FROM
THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) ☒ Responsive to communication(s) filed on <u>03 June 2005</u>.
2a) ☐ This action is **FINAL**.   2b) ☒ This action is non-final.
3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) ☒ Claim(s) *1-33 and 39-68* is/are pending in the application.
    4a) Of the above claim(s) _____ is/are withdrawn from consideration.
5) ☐ Claim(s) _____ is/are allowed.
6) ☒ Claim(s) *1-33 and 39-68* is/are rejected.
7) ☐ Claim(s) _____ is/are objected to.
8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) ☐ The specification is objected to by the Examiner.
10) ☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.
    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
    a)☐ All   b)☐ Some * c)☐ None of:
      1.☐ Certified copies of the priority documents have been received.
      2.☐ Certified copies of the priority documents have been received in Application No. _____.
      3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
    * See the attached detailed Office action for a list of the certified copies not received.

SAM RIMELL
PRIMARY EXAMINER

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
    Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413)
    Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application (PTO-152)
6) ☐ Other: _____.

DETAILED ACTION

Remarks

1.   In response to communications filed on June 3, 205, claims 34-38 are cancelled,

no claims have been amended and no new claims have been added. Therefore, claims

1-33 and 39-68 are still presently pending in the application.

Claim Rejections - 35 USC § 103

2.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set
> forth in section 102 of this title, if the differences between the subject matter sought to be patented and
> the prior art are such that the subject matter as a whole would have been obvious at the time the
> invention was made to a person having ordinary skill in the art to which said subject matter pertains.
> Patentability shall not be negatived by the manner in which the invention was made.

3.   Claims 1-2, 7-8, 14-20, 25, 30-33, 39; 44-49, 53-54, 57-61 and 65-68 are

rejected under 35 U.S.C. 103(a) as being unpatentable over Ponte (U.S. Patent No.

6,826,559) as in view of Sheth et al. (U.S. Patent No. 6,311,194).

As to claim 1, Ponte teaches an advertisement targeting process for determining

the advertisement preferences of a user (See abstract; column 1, lines 20-44),

comprising:

a query monitoring process for monitoring queries entered by users into a search

engine (See abstract; column 1, lines 20-67, column 2, lines 1-5; column 22, lines 16-

32);

a preference file maintenance process for maintaining, for each the user, an

advertisement preference file that specifies the predefined advertisement categories

associated with each the monitored query entered by the user, thus generating a list of user-preferred advertisement categories (See abstract; column 1, lines 20-67, column 2, lines 1-5; column 4, lines 19-22; column 9, lines 20-34; column 16, lines 7-22)

Ponte does not teach a query association process for associating each the monitored query with one or more predefined advertisement categories.

Sheth et al. teaches a system and method for creating a semantic web and its applications in browsing, searching, profiling, personalization and advertising (See abstract), in which he teaches a query association process for associating each the monitored query with one or more predefined advertisement categories (See column 6, lines 53-58; column 7, lines 45-52; column 10-16).

Therefore, it would have been obvious to a person having ordinary skill in the art at the time of the invention was made to have modified Ponte, to include a query association process for associating each the monitored query with one or more predefined advertisement categories.

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to have modified Ponte, by the teachings of Sheth et al. because a query association process for associating each the monitored query with one or more predefined advertisement categories would help in supporting higher precision, relevance and timeliness in using Web-accessible content (See Sheth et al., column 4, lines 27-29).

As to claims 2, 20 and 49 Ponte as modified, teaches wherein the preference file

maintenance process includes a status determination process for determining if an

advertisement preference file exists for the user (See Ponte, abstract; column 1, lines

20-67, column 2, lines 1-5); wherein maintaining an advertisement preference file

includes determining if an advertisement preference file exists for that user (See Ponte,

(See abstract; column 1, lines 20-67, column 2, lines 1-5; column 16, lines 7-22).

As to claim 7 and 53, Ponte as modified, teaches including a query storage

process for storing the monitored queries in the advertisement preference file for later

processing by the query association process (See Ponte, (See abstract; column 1, lines

20-67, column 2, lines 1-5; column 16, lines 7-22); including storing the monitored

queries in the advertisement preference file for later processing (See Ponte, (See

abstract; column 1, lines 20-67, column 2, lines 1-5; column 16, lines 7-22).

As to claims 8, 25 and 54 Ponte as modified, teaches including an advertisement

repository for storing a plurality of advertisements grouped in accordance with the

predefined advertisement categories (See Ponte, abstract; column 1, lines 20-67,

column 2, lines 1-5; column 4, lines 19-22; column 9, lines 20-34; column 16, lines 7-22;

also see Sheth et al., column 7, lines 45-52; column 8, lines 10-16; column 16, lines 57-

65); including storing a plurality of advertisements grouped in accordance with the

plurality of predefined advertisement categories (See Ponte, abstract; column 1, lines

20-67, column 2, lines 1-5; column 4, lines 19-22; column 9, lines 20-34; column 16,

lines 7-22; also see Sheth et al., column 7, lines 45-52; column 8, lines 10-16; column

16, lines 57-65).

As to claims 14, 30 and 57 Ponte as modified, teaches wherein the query

association process includes a query parsing process for separating the query into one

or more discrete chunks (See Ponte, abstract; column 4, lines 19-22; column 9, lines

20-34; also see Sheth et al., column 16, lines 5-17); wherein associating each

monitored query includes separating the query into one or more discrete chunks (See

Ponte, abstract; column 4, lines 19-22; column 9, lines 20-34; also see Sheth et al.,

column 16, lines 5-17).

As to claims 15, 31, 45 and 58 Ponte as modified, teaches wherein the query

association process includes a word association process for associating one of the

predefined advertisement categories with one or more of the discrete chunks included in

the query (See Ponte, abstract; column 4, lines 19-22; column 9, lines 20-34; also see

Sheth et al., column 7, lines 20-27; column 8, lines 33-36; column 13, lines 17-20;

column 16, lines 5-17); wherein associating each monitored query includes associating

one of the plurality of predefined advertisement categories with one or more of the

discrete chunks included in the query (See Ponte, abstract; column 4, lines 19-22;

column 9, lines 20-34; also see Sheth et al., column 7, lines 20-27; column 8, lines 33-

36; column 13, lines 17-20; column 16, lines 5-17).

As to claims 16, 32, 46 and 59 Ponte as modified, teaches wherein the query association process includes a word categorization process for categorizing one or more of the discrete chunks included in the query into one of the predefined advertisement categories if it is determined that the one or more discrete chunks is not currently associated with any of the predefined advertisement categories (See Ponte, abstract; column 4, lines 19-22; column 9, lines 20-34, lines 55-65; column 18, lines 15-29; also see Sheth et al., column 16, lines 5-36); wherein associating each monitored query includes categorizing one or more of the discrete chunks included in the query into one of the plurality of predefined advertisement categories if it is determined that the one or more discrete chunks is not currently associated with any of the plurality of predefined advertisement categories (See Ponte, abstract; column 4, lines 19-22; column 9, lines 20-34, lines 55-65; column 18, lines 15-29; also see Sheth et al., column 16, lines 5-36).

As to claims 17, 33, 47 and 60 Ponte as modified, teaches wherein the query association process includes a word recategorization process for recategorizing one or more of the discrete chunks included in the query into a different predefined advertisement category if it is determined that the existing association of the one or more discrete chunks with its predefined advertisement category is no longer valid due to changes in the user's query patterns (See Ponte, abstract; column 4, lines 19-22; column 9, lines 20-34, lines 55-65; column 18, lines 15-29; also see Sheth et al., column 16, lines 5-36); wherein associating each monitored query includes recategorizing one

or more of the discrete chunks included in the query into a different predefined

advertisement category if it is determined that the existing association of the one or

more discrete chunks with its predefined advertisement category is no longer valid due

to changes in the user's query patterns (See Ponte, abstract; column 4, lines 19-22;

column 9, lines 20-34, lines 55-65; column 18, lines 15-29; also see Sheth et al., column

16, lines 5-36).

As to claim 18, Ponte as modified, teaches wherein the word association process

is a manual association process (See Ponte, abstract; column 4, lines 19-22; column 9,

lines 20-34, lines 55-65; column 18, lines 15-29; also see Sheth et al., column 4, lines

14-17).

As to claim 19, Ponte teaches an advertisement targeting process for

determining the advertisement preferences of a user (See abstract; column 1, lines 20-

44), comprising:

    a query monitoring process for monitoring queries entered into a search engine

by users (See abstract; column 1, lines 20-67, column 2, lines 1-5; column 22, lines 16-

32);

    a query storage process for storing the monitored queries in an advertisement

preference file for that the user (See abstract; column 1, lines 20-67, column 2, lines 1-

5; column 4, lines 19-22; column 9, lines 20-34; column 16, lines 7-22);

a preference file maintenance process for maintaining, for each the user, the

advertisement preference file so that it specifies the predefined advertisement

categories associated with each the monitored query entered by the user, thus

generating a list of user-preferred advertisement categories (See abstract; column 1,

lines 20-67, column 2, lines 1-5; column 4, lines 19-22; column 9, lines 20-34; column

16, lines 7-22).

Ponte does not teach a query association process for associating each the

monitored query stored in the advertisement preference file with one or more predefined

advertisement categories.

Sheth et al. teaches a system and method for creating a semantic web and its

applications in browsing, searching, profiling, personalization and advertising (See

abstract), in which he teaches a query association process for associating each the

monitored query stored in the advertisement preference file with one or more predefined

advertisement categories (See column 6, lines 53-58; column 7, lines 45-52; column 8,

lines 10-16).

Therefore, it would have been obvious to a person having ordinary skill in the art

at the time of the invention was made to have modified Ponte, to include a query

association process for associating each the monitored query stored in the

advertisement preference file with one or more predefined advertisement categories.

It would have been obvious to a person having ordinary skill in the art at the time

the invention was made to have modified Ponte, by the teachings of Sheth et al.

because a query association process for associating each the monitored query stored in

the advertisement preference file with one or more predefined advertisement categories
would help in supporting higher precision, relevance and timeliness in using Web-
accessible content (See Sheth et al., column 4, lines 27-29).

As to claim 39, Ponte teaches an advertisement targeting process for
determining the advertisement preferences of a user (See abstract; column 1, lines 20-
44), comprising:

a query monitoring process for monitoring queries entered into a search engine
by users (See abstract; column 1, lines 20-67, column 2, lines 1-5; column 22, lines 16-
32);

a preference file maintenance process for maintaining, for each the user, an
advertisement preference file that specifies the predefined advertisement categories
associated with each the monitored query entered by the user, thus generating a list of
user-preferred advertisement categories (See abstract; column 1, lines 20-67, column 2,
lines 1-5; column 4, lines 19-22; column 9, lines 20-34; column 16, lines 7-22); and

an advertisement repository for storing a plurality of advertisements grouped in
accordance with the predefined advertisement categories (See abstract; column 1, lines
20-67, column 2, lines 1-5; column 4, lines 19-22; column 9, lines 20-34; column 16,
lines 7-22).

Ponte does not teach a query association process for associating each the
monitored query with one or more predefined advertisement categories.

Sheth et al. teaches a system and method for creating a semantic web and its

applications in browsing, searching, profiling, personalization and advertising (See

abstract), in which he teaches a query association process for associating each the

monitored query with one or more predefined advertisement categories (See column 6,

lines 53-58; column 7, lines 45-52; column 8, lines 10-16).

Therefore, it would have been obvious to a person having ordinary skill in the art

at the time of the invention was made to have modified Ponte, to include a query

association process for associating each the monitored query with one or more

predefined advertisement categories.

It would have been obvious to a person having ordinary skill in the art at the time

the invention was made to have modified Ponte, by the teachings of Sheth et al.

because a query association process for associating each the monitored query with one

or more predefined advertisement categories would help in supporting higher precision,

relevance and timeliness in using Web-accessible content (See Sheth et al., column 4,

lines 27-29).

As to claim 44, Ponte teaches an advertisement targeting process for

determining the advertisement preferences of a user (See abstract; column 1, lines 20-

44), comprising:

a query monitoring process for monitoring queries entered into a search engine

by users (See abstract; column 1, lines 20-67, column 2, lines 1-5; column 22, lines 16-

32);

a preference file maintenance process for maintaining, for each the user, an

advertisement preference file that specifies the predefined advertisement categories

associated with each the monitored query entered by the user, thus generating a list of

user-preferred advertisement categories (See abstract; column 1, lines 20-67, column 2,

lines 1-5; column 4, lines 19-22; column 9, lines 20-34; column 16, lines 7-22).

Ponte does not teach a query association process for associating each the

monitored query with one or more predefined advertisement categories; wherein the

query association process includes a query parsing process for separating the query

into ore or more discrete chunks.

Sheth et al. teaches a system and method for creating a semantic web and its

applications in browsing, searching, profiling, personalization and advertising (See

abstract), in which he teaches a query association process for associating each the

monitored query with one or more predefined advertisement categories (See column

6, lines 53-58; column 7, lines 45-52; column 8, lines 10-16); wherein the query

association process includes a query parsing process for separating the query into

ore or more discrete chunks (See column 16, lines 5-17)

Therefore, it would have been obvious to a person having ordinary skill in the

art at the time of the invention was made to have modified Ponte, to include a query

association process for associating each the monitored query with one or more

predefined advertisement categories; wherein the query association process includes

a query parsing process for separating the query into ore or more discrete chunks.

It would have been obvious to a person having ordinary skill in the art at the

time the invention was made to have modified Ponte, by the teachings of Sheth et al.

because a query association process for associating each the monitored query with

one or more predefined advertisement categories; wherein the query association

process includes a query parsing process for separating the query into ore or more

discrete chunks would help in supporting higher precision, relevance and timeliness in

using Web-accessible content (See Sheth et al., column 4, lines 27-29).

As to claim 48, Ponte teaches an advertisement targeting method for determining

the advertisement preferences of a user (See abstract; column 1, lines 20-44),

comprising:

monitoring queries entered into a search engine by users (See abstract; column

1, lines 20-67, column 2, lines 1-5; column 22, lines 16-32);

maintaining, for each user, an advertisement preference file that specifies the

predefined advertisement categories associated with each monitored query entered by

the user, thus generating a list of user-preferred advertisement categories (See

abstract; column 1, lines 20-67, column 2, lines 1-5; column 4, lines 19-22; column 9,

lines 20-34; column 16, lines 7-22).

Ponte does not teach associating each monitored query with one or more

predefined advertisement categories.

Sheth et al. teaches a system and method for creating a semantic web and its

applications in browsing, searching, profiling, personalization and advertising (See

abstract), in which he teaches associating each monitored query with one or more predefined advertisement categories (See column 6, lines 53-58; column 7, lines 45-52; column 8, lines 10-16).

Therefore, it would have been obvious to a person having ordinary skill in the art at the time of the invention was made to have modified Ponte, to include associating each monitored query with one or more predefined advertisement categories.

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to have modified Ponte, by the teachings of Sheth et al. because associating each monitored query with one or more predefined advertisement categories would help in supporting higher precision, relevance and timeliness in using Web-accessible content (See Sheth et al., column 4, lines 27-29).

As to claim 61, Ponte teaches monitor queries entered into a search engine by users (See abstract; column 1, lines 20-44);

maintain, for each user, an advertisement preference file that specifies the predefined advertisement categories associated with each monitored query entered by the user, thus generating a list of user-preferred advertisement categories (See abstract; column 1, lines 20-67, column 2, lines 1-5; column 22, lines 16-32).

Ponte does not teach a computer program product residing on a computer readable medium having a plurality of instructions stored thereon that, when executed by the processor; associate each monitored query with one or more predefined advertisement categories.

Sheth et al. teaches a system and method for creating a semantic web and its

applications in browsing, searching, profiling, personalization and advertising (See

abstract), in which he teaches a computer program product residing on a computer

readable medium having a plurality of instructions stored thereon that, when executed

by the processor (See abstract; column 1, lines 23-28; column 16, lines 61-67; column

17, lines 1-2; column 17, lines 55-65); associate each monitored query with one or more

predefined advertisement categories (See column 6, lines 53-58; column 7, lines 45-52;

column 8, lines 10-16).

Therefore, it would have been obvious to a person having ordinary skill in the art

at the time of the invention was made to have modified Ponte, to include a computer

program product residing on a computer readable medium having a plurality of

instructions stored thereon that, when executed by the processor; associate each

monitored query with one or more predefined advertisement categories.

It would have been obvious to a person having ordinary skill in the art at the time

the invention was made to have modified Ponte, by the teachings of Sheth et al.

because a computer program product residing on a computer readable medium having

a plurality of instructions stored thereon that, when executed by the processor;

associate each monitored query with one or more predefined advertisement categories

would help in supporting higher precision, relevance and timeliness in using Web-

accessible content (See Sheth et al., column 4, lines 27-29).

As to claim 65, Ponte teaches monitor queries entered into a search engine by users (See abstract; column 1, lines 20-44);

maintain, for each user, an advertisement preference file that specifies the predefined advertisement categories associated with each monitored query entered by the user, thus generating a list of user-preferred advertisement categories (See abstract; column 1, lines 20-67, column 2, lines 1-5; column 22, lines 16-32).

Ponte does not teach a processor and memory; associate each monitored query with one or more predefined advertisement categories.

Sheth et al. teaches a system and method for creating a semantic web and its applications in browsing, searching, profiling, personalization and advertising (See abstract), in which he teaches a processor and memory (See abstract; column 1, lines 23-28; column 16, lines 61-67; column 17, lines 1-2; column 17, lines 55-65); associate each monitored query with one or more predefined advertisement categories (See column 6, lines 53-58; column 7, lines 45-52; column 8, lines 10-16).

Therefore, it would have been obvious to a person having ordinary skill in the art at the time of the invention was made to have modified Ponte, to include a processor and memory; associate each monitored query with one or more predefined advertisement categories.

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to have modified Ponte, by the teachings of Sheth et al. because a processor and memory; associate each monitored query with one or more predefined advertisement categories would help in supporting higher precision,

relevance and timeliness in using Web-accessible content (See Sheth et al., column 4,

lines 27-29).

As to claim 66, Ponte as modified, teaches wherein the processor and memory

are incorporated into a personal computer (See Ponte, abstract; column 7, lines 26-29;

column 23, lines 1-8; also see Sheth et al., column 17, lines 55-65).

As to claim 67, Ponte as modified, teaches wherein the processor and memory

are incorporated into a network server (See Ponte, abstract; also see Sheth et al.,

column 1, lines 23-28; column 16, lines 61-67; column 17, lines 1-2; column 17, lines

55-65).

As to claim 68, Ponte as modified, teaches wherein the processor and memory

are incorporated into a single board computer (See Ponte, abstract; column 7, lines 26-

29; column 23, lines 1-8; also see Sheth et al., column 17, lines 10-13; lines 55-65).

4.   Claims 3-6, 9-13, 21-24, 26-29, 40-43, 50-52, 55-56 and 62-64 are rejected

under 35 U.S.C. 103(a) as being unpatentable over Ponte (U.S. Patent No. 6,826,559)

as in view of Sheth et al. (U.S. Patent No. 6,311,194), as applied to claims 1-2, 7-8, 14-

20, 25, 30-33, 39; 44-49, 53-54, 57-61 and 65-68 above, and further in view of Angles et

al. (U.S. Patent No. 6,385,592).

As to claims 3, 21 and 50 <u>Ponte</u> as modified, still does not teach wherein the preference file maintenance process includes a preference file creation process, responsive to the status determination process, for creating the advertisement preference file for the user if it is determined that an advertisement preference file does not exist for that user; wherein maintaining an advertisement preference file includes creating the advertisement preference file for the user if it is determined that an advertisement preference file does not exist for that user.

<u>Angles et al.</u> teaches a system and method for delivering customized advertisements within interactive communication systems (See abstract), in which he teaches wherein the preference file maintenance process includes a preference file creation process, responsive to the status determination process, for creating the advertisement preference file for the user if it is determined that an advertisement preference file does not exist for that user (See <u>Angles et al.</u>, column 3, lines 21-27; column 19, lines 56-59, where "preference file maintenance process" is read on "advertising module"; column 20, lines 60-67; column 21, lines 1-8; column 22, lines 47-53); wherein maintaining an advertisement preference file includes creating the advertisement preference file for the user if it is determined that an advertisement preference file does not exist for that user (See <u>Angles et al.</u>, column 3, lines 21-27; column 19, lines 56-59, where "preference file maintenance process" is read on "advertising module"; column 20, lines 60-67; column 21, lines 1-8; column 22, lines 47-53).

Therefore, it would have been obvious to a person having ordinary skill in the art at the time of the invention was made to have modified <u>Ponte,</u> as modified, to include wherein the preference file maintenance process includes a preference file creation process, responsive to the status determination process, for creating the advertisement preference file for the user if it is determined that an advertisement preference file does not exist for that user; wherein maintaining an advertisement preference file includes creating the advertisement preference file for the user if it is determined that an advertisement preference file does not exist for that user.

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to have modified <u>Ponte,</u> as modified, by the teachings of <u>Angles et al.,</u> because wherein the preference file maintenance process includes a preference file creation process, responsive to the status determination process, for creating the advertisement preference file for the user if it is determined that an advertisement preference file does not exist for that user; wherein maintaining an advertisement preference file includes creating the advertisement preference file for the user if it is determined that an advertisement preference file does not exist for that user would provide an effective way of targeting particular advertisements to consumers most likely to use the product or service (See <u>Angles et al.,</u> column 2, lines 31-42).

As to claims 4 and 22 <u>Ponte</u> as modified, teaches wherein the preference file maintenance process includes a user identification process, responsive to the preference file creation process creating the advertisement preference file for the user,

for transmitting to the user a unique identifier that associates the user with the

appropriate advertisement preference file (See Ponte, abstract; column 6, lines 22-34;

column 16, lines 7-22).

As to claims 5, and 23 Ponte as modified, teaches wherein the unique identifier is

a cookie that is stored on a remote computer operated by the user (See Angles et al.,

column 11, lines 13-23, lines 63-64).

As to claims 6, 24 and 52 Ponte as modified, teaches wherein the preference file

maintenance process includes a preference file modification process for modifying the

list of user-preferred advertisement categories to include the predefined advertisement

categories associated with each the monitored query entered by the user (See Ponte,

abstract; column 1, lines 20-67, column 2, lines 1-5; also see Angles et al., column 15,

lines 51-54; column 20, lines 60-67, where "preference file maintenance process" is

read on "advertising module"; column 21, lines 1-8).

As to claims 9, 26, 40 and 55 Ponte as modified, teaches including an

advertisement transmission process for accessing the plurality of advertisements stored

on the advertisement repository and transmitting (See Angles et al., column 13, lines

62-65; column 15, lines 32-36; column 26, lines 6-7; also see Sheth et al., column 7,

lines 45-52; column 8, lines 10-16; column 16, lines 57-65), to the user, advertisements

in accordance with the list of user-preferred advertisement categories specified in the

advertisement preference file for that user (See <u>Angles et al.,</u> column 3, lines 56-63;

column 15, lines 51-54; column 20, lines 60-67; column 21, lines 1-8); including

accessing the plurality of advertisements stored on the advertisement repository and

transmitting (See <u>Angles et al.,</u> column 13, lines 62-65; column 15, lines 32-36; column

26, lines 6-7; also see <u>Sheth et al.,</u> column 7, lines 45-52; column 8, lines 10-16; column

16, lines 57-65), to the user, advertisements in accordance with the list of user-preferred

advertisement categories specified in the advertisement preference file for that user

(See <u>Angles et al.,</u> column 3, lines 56-63; column 15, lines 51-54; column 20, lines 60-

67; column 21, lines 1-8).

As to claim 10, 27 and 41 <u>Ponte</u> as modified, teaches wherein the advertisement

repository and the advertisement transmission process are incorporated into a remote

advertisement service process (See <u>Angles et al.,</u> column 13, lines 60-65, where

"advertisement service process" is read on "advertising module"; column 15, lines 32-

47); teaches wherein the advertisement repository and the advertisement transmission

process are incorporated into a remote advertisement service provider See <u>Angles et</u>

<u>al.,</u> column 13, lines 60-65, where "advertisement service process" is read on

"advertising module"; column 15, lines 32-47).

As to claims 11, 28, 42 and 56 <u>Ponte</u> as modified, teaches wherein the

advertisements transmitted to the user are received by a remote computer operated by

the user, wherein the remote computer executes a graphical program that allows the

user to view the advertisements (See Ponte, abstract; column 54, lines 61-65; also see

Angles et al., column 1, lines 38-40, lines 42-46; column 10, lines 18-21, lines 23-26);

including receiving, on a remote computer operated by the user, the advertisements

transmitted to the user, wherein the remote computer executes a graphical program that

allows the user to view the advertisements (See Ponte, abstract; column 54, lines 61-

65; also see Angles et al., column 1, lines 38-40, lines 42-46; column 10, lines 18-21,

lines 23-26).

As to claims 12, 29 and 43 Ponte as modified, teaches wherein the graphical

program is a web browser (See Ponte, abstract; column 54, lines 61-65; also see

Angles et al., column 1, lines 38-40, lines 42-46; column 10, lines 18-21, lines 23-26).

As to claim 13, Ponte as modified, teaches wherein the advertisements

transmitted to the user are received by a remote computer operated by the user,

wherein the remote computer executes an audio program that allows the user to hear

the advertisements (See Angles et al., column 1, lines 44-46; column 10, lines 25-26;

column 12, lines 44-48; also see Sheth et al., column 16, lines 50-55).

As to claim 51, Ponte as modified, teaches wherein maintaining an advertisement

preference file includes transmitting to the user a unique identifier that associates the

user with the appropriate advertisement preference file (See Ponte, abstract; column 1,

lines 20-67, column 2, lines 1-5; column 4, lines 19-22; column 9, lines 20-34; column

16, lines 7-22).

As to claim 62, <u>Ponte</u> as modified, teaches wherein the computer readable

medium is a random access memory (RAM) (See <u>Angles et al.,</u> column 12, lines 1-6).

As to claim 63, <u>Ponte</u> as modified, teaches wherein the computer readable

medium is a read only memory (ROM) (See <u>Angles et al.,</u> column 12, lines 1-6).

As to claim 64, <u>Ponte</u> as modified, teaches wherein the computer readable

medium is a hard disk drive (See <u>Angles et al.,</u> column 11, lines 64-67; column 12, line

1).

Response to Arguments

5.   Applicant's arguments filed on June 3, 2005, for the application filed 23-October-

2001, with respect to the rejected claims in view of the cited references have been fully

considered but they are moot in view of the new grounds of rejection.

Conclusion

6.   Any inquiry concerning this communication or earlier communications from the

examiner should be directed to Mellissa M. Chojnacki whose telephone number is (571)

272-4076. The examiner can normally be reached on 9:00am-5:30pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, Charles Rones can be reached on (571) 272-4085. The fax phone number

for the organization where this application or proceeding is assigned is 703-872-9306.

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you have questions on access to the Private PAIR system, contact the Electronic

Business Center (EBC) at 866-217-9197 (toll-free).

August 21, 2005
Mmc

SAM RIMELL
PRIMARY EXAMINER